



CLEAN COMMUTE MONTH 2010



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Foreword

For the last 13 years, a number of state and local organizations have collaborated to promote alternatives to driving to and from work alone. These core organizations, the Clean Commute Partnership, are the Baltimore Metropolitan Council, the Baltimore Regional Transportation Board, the Maryland Department of the Environment, the Maryland Department of Transportation, and Clean Air Partners.

Clean Commute Month is the cornerstone of the partnership's outreach efforts, and this year's initiative built on the foundation of previous campaigns, with more partners, more participants, and greater success than ever before.

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Every year, the Baltimore Metropolitan Council's *Clean Commute Month* initiative seems to get bigger and better than ever, and Clean Commute Month 2010 was no exception. There were Bike to Work Day rallies in all six of our member jurisdictions, expanded outreach opportunities, and increased private-sector involvement. Once again *Clean Commute Month* proved bigger than the month of May, with activities beginning in mid-April and continuing through early August. I commend the Clean Commute Partnership on another job well done.

Please remember that anytime is a good time to think about clean commuting alternatives. You can help clear the air and lessen traffic congestion in our region by doing any of the following:

- Talk to your friends and co-workers about sharing a ride once in a while.
- Register for a free Rideshare match at www.ridesharemaryland.com.
- Check out transit maps and schedules, and see if there's a transit route that could work for you.
- Incorporate walking or cycling to work into your fitness program. You can combine walking or cycling with transit to expand your options.
- Ask your employer to visit Teleworkbaltimore.com to find out if telework makes sense for your workplace.

I thank everyone who heeded our message and tried an alternative to driving alone. Clean Commute options may not work for every person every day, but if everyone would use an alternate commute option just once a week, we'd reduce traffic congestion and air pollution by 20 percent. It's worth a try!

Larry Klimovitz
Executive Director
Baltimore Metropolitan Council



Clean Commute Initiative

The Baltimore region has a serious air pollution problem, which affects the health of all of us. Motor vehicles are a significant source of the emissions—almost 1/3—that cause our region’s bad air, and it is clear that individual commute choices impact everyone. Recognizing the need to educate the public on the relationship between air quality and transportation choices, the Clean Commute Partnership has designated May as Clean Commute Month.

The mission of the Clean Commute Month program is to:

- Educate the public on the relationship between driving and air quality.
- Raise public awareness of alternative forms of commuting.
- Encourage the use of alternative commuting.
- Encourage proper maintenance of motor vehicles, to keep them running cleaner.

The program’s goal is to reduce air pollution, thus improving the quality of life in our region. Its objectives are:

- Increase the number of employer-based programs for commuting alternatives such as bicycling, walking, transit use, rideshare, telework, and flexible work scheduling.
- Increase the number of individuals using alternative commute options.
- Increase the number of motor vehicles running cleaner.

Program strategies include:

- Provide information and program assistance to employers.
- Promote innovative and flexible work scheduling.
- Provide information to individual commuters.
- Provide opportunities to experience alternative commute options.
- Provide opportunities for drivers to get their vehicles running cleaner.



Why May is Clean Commute Month

“May is Clean Commute Month.” Chances are you have heard it on the radio and seen it on posters and banners over the years, but do you know why May is Clean Commute Month?

Actually, there are several reasons, but the most important is that May is the beginning of the ground-level ozone season in the Baltimore region.

Ground-level ozone, our region’s most serious pollutant, forms when emissions from tailpipes and smokestacks, as well as several other sources, mix under the hazy, hot summer sun. Since single-occupant vehicles generate many of these emissions, convincing people to try alternate ways of commuting could greatly help to clean our air.

That is why every May the Clean Commute Partnership works to raise awareness about the effects our personal transportation choices have on our air quality.



Outreach Events

As in past years, Clean Commute Partnership staff and volunteers met the public at local fairs, festivals, and celebrations throughout the region. Clean Commute Month 2010 outreach activities included the following:

Howard County Green Fest

Clean Commute Month 2010 outreach efforts began on Saturday, April 17, with participation in Howard County's second-annual Green Fest. This celebration, held at Howard Community College, featured dozens of exhibitors and drew thousands of people from across the county.

Baltimore Eco-Festival

Co-sponsored by the Parks and People Foundation and Baltimore Green Week, the Baltimore Eco-Festival, also held on April 17, drew several thousand people eager to learn and share information on bettering the environment to historic Druid Hill Park. Volunteers from BMC greeted these visitors with Clean Commute brochures, promotional items, and smiles.

JHU School of Medicine's Earth Day Rally

The evening of April 22—Earth Day—found BMC participating in The Johns Hopkins School of Medicine's Earth Day Informational Rally, which brought exhibitors from throughout Maryland to discuss sustainability and renewable resources. The Clean Commute Month display had more than its share of visitors from among those attending the event.

Towsontown Festival

The first day of May brought the traditional mainstay of Clean Commute outreach events, the Towsontown Festival. The weekend festival is one of the largest annual community sponsored fairs on the East Coast. The near-perfect weather drew an estimated two hundred thousand people, many of whom stopped by the Clean Commute exhibit to learn about transportation choices and air quality.

Baltimore County Commuter Fair

BMC staff visited the Baltimore County Office Building in early May to promote Clean Commute options to county employees.

Edgewood MARC Station Commuter Thank-you

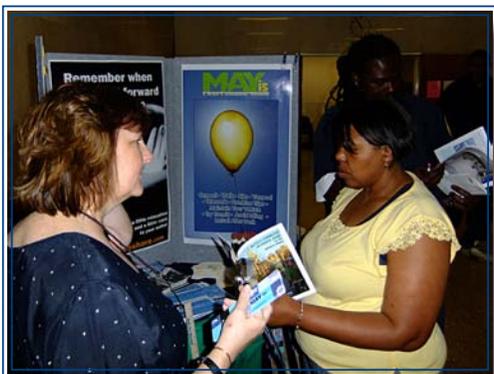
Harford County's Commuter Assistance Program sponsored a commuter thank-you at the MARC station in Edgewood in the early morning hours of May 5. Volunteers from the county and BMC greeted MARC commuters with coffee and other goodies to thank them for their smart & clean commuting choices.

Baltimore Flower Mart

Clean Commute Month volunteers from both BMC and MDE took part in a Baltimore tradition, the annual Flower Mart. Held at the base of Baltimore's Washington Monument, the two-day event—Friday, May 7 and Saturday, May 8—drew thousands of visitors to the city's historic Mount Vernon neighborhood. Flower Mart, one of Baltimore's true rites of spring, once again proved a perfect opportunity for CCM staffers to talk with people about air quality and transportation.

Clean Air Partners Annual Meeting

For the first time in its 13-year history, the Clean Air Partners organization held its annual meeting in Baltimore, at the Maryland Science Center. The theme for the May 20th event was Earth Day 40 – Solutions to Air Pollution & Climate Change. Following a meeting of the organization's Board, which included approval of the upcoming work plan & budget, a reception and awards ceremony recognized the winners of the second annual Air Quality Poster & Video Contest. Students from several Baltimore region middle-schools were among the winners.





Bike to Work Day

Friday, May 21 brought the region's 13th annual Bike to Work Day. For the third year in a row, the event featured rallies in each of our six jurisdictions. Over 1200 riders officially registered for the event—a record. Hundreds of bikers attended early morning rallies at the Annapolis City Dock, Baltimore City's War Memorial Plaza, the Baltimore County Courthouse Plaza in Towson, the Harford County Government Center in Bel Air, and the Mall at Columbia. There was also a noontime event at the Carroll County Government Building in Westminster. Local government officials welcomed riders at all of these locations.

Regional news media provided generous coverage of the entire Bike to Work Day effort. Baltimore TV station FOX-45 was an official sponsor, and local radio stations WNAV in Annapolis and WXCY in Bel Air played active roles.

There were also several satellite Bike to Work Day rallies held across the region. Johns Hopkins University staged an event at its Homewood campus in Baltimore, which drew well over 100 cyclists. Several miles away, Morgan State University hosted student and faculty riders at its initial B2WD celebration. Northrop Grumman held events for the third straight year at its BWI and Annapolis locations. Preliminary plans for next year's Bike to Work Day look to expand the number of satellite rallies.

Maryland Heartland Sustainable Living Fair

The day after Bike to Work Day, May 22, BMC staffers returned to Westminster to take part in the third annual Maryland Heartland Sustainable Living Fair at the Carroll County Farm Museum. The event promotes an eco-friendly lifestyle for all current and future Marylanders and was well attended despite threatening weather. Several hundred folks stopped by the CCM exhibit to find out more about clean commuting.

Baltimore County Carpooler Thank-you

Complementing May's Baltimore County Commuter Fair, Baltimore County Government, Metro Rideshare, and BMC staffers thanked county carpoolers in the early hours of June 16. Carpoolers were treated to coffee and pastries and encouraged to maintain their good habits. Materials explaining the benefits of ridesharing were given to those not carpooling.



MAY is
Clean Commute Month
Rideshare . Transit . Bike . Walk . Telework . Clean Cars



Clean Car Care Clinics

Recognizing that not everyone can take advantage of alternative commuting options, the Clean Commute Partnership makes a concerted effort to help drivers of single-occupant vehicles become an integral part of its campaign for cleaner air.

The partnership reminds drivers that they can contribute to better air quality by keeping their vehicles maintained and running efficiently. That means that fluids are changed regularly, engines are tuned properly, worn belts and hoses are replaced, and tires are inflated to the correct pressure. These are simple things to remember, but they are often overlooked.



To help area drivers keep their vehicles running cleaner, MDE and BMC sponsor annual Clean Cars for Clean Air clinics, from late spring through early fall. Certified auto technicians perform complimentary inspections for anyone who brings a vehicle to an inspection site. The inspections are comprehensive, and although the technicians cannot make actual repairs, they can recommend any needed work to motorists.

Great care is taken to greet each driver, thank them for their participation, present them with educational and promotional items, and explain what is being done and why. Without exception, drivers are always appreciative for the opportunity and eager to learn how to keep their vehicles running cleaner.

This year's events were held in a number of locations throughout the region and were coordinated by BMC, Rideshare, Harford County Commuter Assistance, and the Annapolis Regional Transportation Management Association.

Chartley Community Association's National Night-out

Clean Commute events extended into August, with participation in the Chartley Community Association's National Night-out Public Health and Safety forum in Reisterstown. Dozens of community residents stopped by our table to chat and discuss transportation choices in the region.





Promotional and Collateral Materials

In addition to special events, the Clean Commute Month campaign used promotional materials as tools of communication and education. Several pieces created for past efforts were recycled, including a picture postcard announcing, “May is Clean Commute Month” and a brochure explaining the benefits of clean commuting. The brochure, a multi-purpose piece containing facts about ozone, its health effects, and actions to reduce pollution-causing transportation activities, was updated several seasons ago to include information about fine particle pollution.

Event-specific items were created, including Bike to Work Day posters and T-shirts. The Rideshare organization also provided tire gauges, ankle straps, pins, and reflectors for the Bike to Work Day events in Baltimore and Carroll Counties.

These promotional materials not only raised awareness of Clean Commute Month, they directed people to more comprehensive sources of information, such as the Cleancommute.com website. This site, now in its eighth year, is the one-stop shop for everything concerning Clean Commute Month. From its homepage, visitors can link to dozens of other sites for the most complete and up-to-date information on smart commuting.

Articles about Clean Commute Month appeared in several of BMC’s electronic newsletters, and local governments gave considerable space to the initiative in their various publications.



Media

Paid Radio

A major component of every Clean Commute Month is a paid radio campaign, sponsored by the Baltimore Regional Transportation Board (BRTB), delivering key messages to a targeted audience—drivers of single-occupant vehicles.

For the 2010 campaign, the Clean Commute Partnership bought time on the CBS Radio affiliate stations WLIF-FM and WWMX-FM. BMC staff worked with the stations to create attention-getting messages. As an added value, the company developed and promoted a number of Clean Commute-themed contests, which drew entries from throughout the Baltimore metropolitan area.

In addition, MDE, as part of the Clean Cars for Clean Air program, sponsored an aggressive two-week campaign on the Clear Channel Radio stations WPOC-FM, WCAO-AM, and WZFT-FM. The commercials aired during drive-time traffic reports—the perfect time to reach drivers—and carried basic car care messages.

Earned Media

As mentioned earlier, Bike to Work Day was well covered by the region’s informational media. Baltimore TV stations sent crews to cover the Bike to Work Day rallies at War Memorial Plaza and Bel Air. Positive stories on bicycle commuting appeared in The Sun, as well as such local papers as The Aegis, The APG News, The Capital, The City Paper, The Community Times, The Harford Business Ledger, and The Towson Times.





Partnership

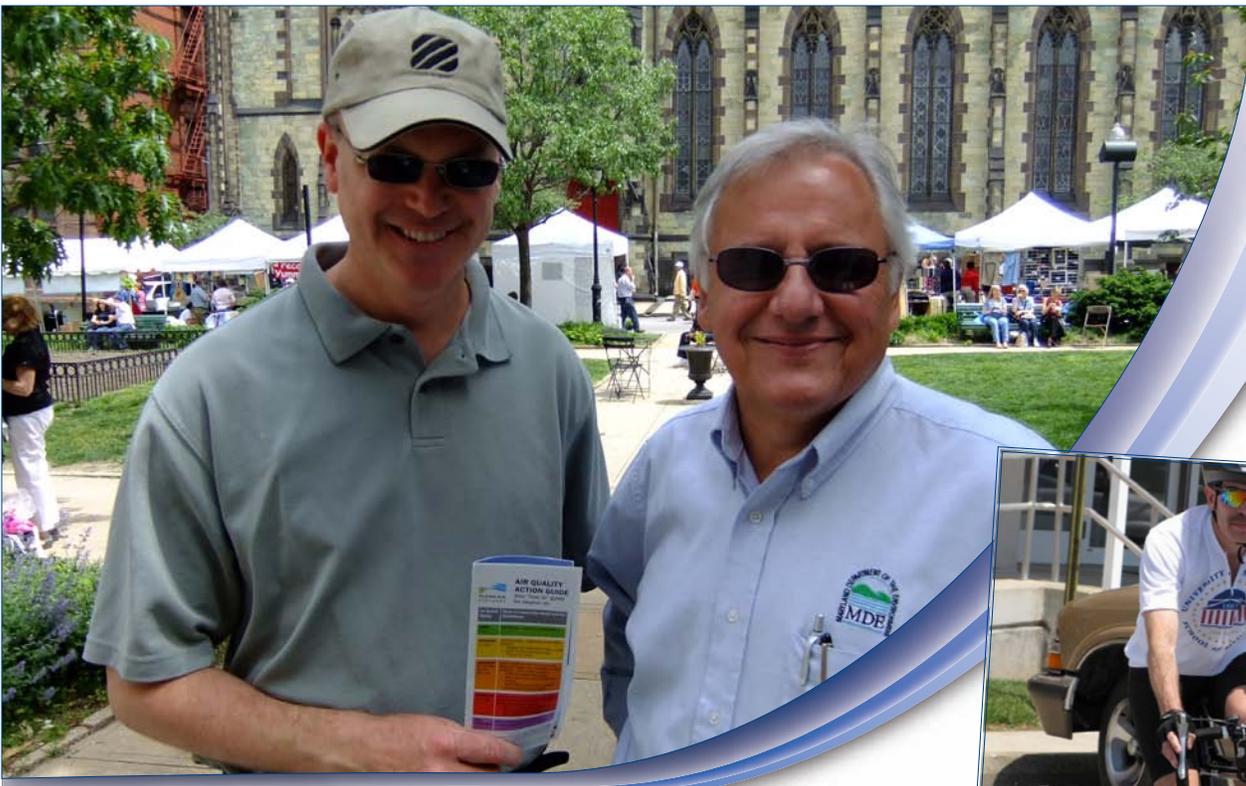
Each year the Clean Commute Partnership grows stronger, reaching more people and encouraging them to make smarter commuting choices. The result is cleaner air for us all.

Clean Commute Month would not be possible without the extraordinary contributions of organizations and the tireless efforts of individuals. Many, many people and groups made this successful initiative possible. Thank you, all!



Adventure Cycling Association	Sponsor, B2WD	Eddies Market	Sponsor, B2WD
Annapolis City	Partner, B2WD	FOX-45 TV	Sponsor, B2WD
Annapolis Transit	Sponsor, B2WD	Greene Turtle	Sponsor, B2WD
Anne Arundel County	Partner, B2WD & Clean Commute Month	Hard Bean Coffee & Booksellers	Sponsor, B2WD
Arena Club	Sponsor, B2WD	Harford County	Partner, B2WD & Clean Commute Month
ARTMA	Partner, B2WD & Clean Commute Month	High Ground Coffee Roasters	Sponsor, B2WD
Bicycle Connection	Sponsor, B2WD	Howard County	Partner, B2WD & Clean Commute Month
Bicycling Advocates Ho. Co.	Sponsor, B2WD	Ho. Co. Chamber of Commerce	Sponsor, B2WD
Baltimore Bicycling Club	Partner, B2WD	Johns Hopkins University	Sponsor, B2WD & Clean Commute Month
Baltimore City	Partner, B2WD & Clean Commute Month	Light Street Cycles	Sponsor, B2WD
Baltimore Collegetown Network	Sponsor, B2WD	Looney's Pub	Sponsor, B2WD
Baltimore County	Partner, B2WD & Clean Commute Month	Loyola College	Partner, Clean Commute Month
Baltimore Metropolitan Council	Sponsor & Partner, Clean Commute Month	Magerk's	Sponsor, B2WD
Bike Jam	Sponsor, B2WD	MD Athletic Club	Sponsor, B2WD
Billers Bikes	Sponsor, B2WD	MD Dept. of the Environment	Sponsor & Partner, Clean Commute Month
BJ's	Sponsor, B2WD	MD Dept. of Transportation	Partner, Clean Commute Month
Bonefish Grill	Sponsor, B2WD	Morgan State University	Partner, B2WD
BRTB	Sponsor, Clean Commute Month	Northrop Grumman	Partner, B2WD
BWI Business Partnership	Partner, Clean Commute Month	One Less Car	Partner, B2WD
Capital Bicycle	Sponsor, B2WD	Princeton Sports	Sponsor, B2WD
Caribou Coffee	Sponsor, B2WD	Rideshare	Sponsor & Partner, Clean Commute Month
Carroll County	Partner, B2WD & Clean Commute Month	Ripken Stadium	Sponsor, B2WD
Charm City Cakes	Sponsor, B2WD	State Highway Administration	Sponsor, B2WD
Chesapeake Cycle & Sport	Sponsor, B2WD	VPSI Inc.	Sponsor, B2WD
Clean Air Partners	Sponsor, Clean Commute Month	Wawa	Sponsor, B2WD
Columbia Association	Sponsor, B2WD	Whole Foods	Sponsor, B2WD
Conte's Bicycles	Sponsor, B2WD	WNAV	Sponsor, B2WD
Eastern Mountain Sports	Sponsor, B2WD	WXCY	Sponsor, B2WD

Sponsors provided cash or merchandise – Partners provided volunteer and logistical support



Special Thanks to:

Regina Aris • Jamie Bridges • Becky Brose • Ellis Brown

Lillian Bunton • Tyson Byrne • Mary Chance

Peggy Courtright • Nate Evans • Pat Fielder

Jawauna Greene • Matthew Greenwood • Monica Haines

Barbara Herron • Carrie Hughes • Roberta Jackson

Mike Kelly • Larry Klimovitz • Todd Lang

Vivian Laxton • Don Mauldin • Karl Munder

Heather McColl • Jody McCullough • Rita Mudd

Lizz Rogers • Brian Ryder • Eileen Singleton

Sara Tomlinson • Kristopher Weaver • Harriet West

Ralph Wheeler • Margie Wise Stephanie Yanovitz





10 Tips to Improve Air Quality, Protect Public Health and the Environment



- 1 Sign up to receive AirAlerts to see if tomorrow's air quality forecast is going to be unhealthy.
- 2 Avoid using gas-powered lawn and garden equipment. Postpone cutting grass on poor air quality days or use an electric mower instead.
- 3 Commit to leaving your vehicle parked for at least one day each week.
- 4 Telework! Do your business by phone or over the Internet.
- 5 Make your commute a clean commute. Use public transportation or carpool, walk or bike to work instead of driving alone to work each day.
- 6 Avoid idling your engine. Turning off your vehicle when you're stopped for more than 30 seconds can prevent 1,200 pounds of carbon dioxide pollution from entering the air.
- 7 Encourage your employer to create a workplace green team by visiting www.energystar.gov/work.
- 8 Conserve at home. Use a programmable thermostat, plug electronics into a power strip and choose ENERGY STAR products.
- 9 Talk to your kids' school to request Clean Air Partners "On the Air" curriculum.
- 10 Take the Clean Air Pledge. Commit to simple steps to improve air quality and reduce our region's impact on climate change.



CLEAN AIR PARTNERS

AIR QUALITY ACTION GUIDE

Your "how to" guide for cleaner air

Air Quality Rating	Steps to Protect Your Health and Our Environment
GOOD 0-50	<p>Enjoy the great outdoors.</p> <ul style="list-style-type: none"> • Rather than drive - bike or walk when possible. • Conserve energy. Replace incandescent bulbs with CFLs. • Plant a tree to improve health and air quality.
MODERATE 51-100	<p>Some pollution. Even moderate levels pose risks to highly sensitive groups.</p> <ul style="list-style-type: none"> • Bundle errands. Eliminate unnecessary trips. • Check AirAlerts to see if tomorrow's forecast is unhealthy. • Perform regular maintenance on your car.
UNHEALTHY For Sensitive Groups 101-150	<p>Pollution levels are harmful to children, older adults and anyone with a respiratory or heart condition. Limit physical outdoor activity.</p> <ul style="list-style-type: none"> • Don't drive alone. Carpool, take public transit. • Refuel your car in the evening. • Put off lawn care until air quality improves. • Use a gas or electric grill instead of charcoal.
UNHEALTHY 151-200	<p>Everyone should limit strenuous outdoor activity when the air is unhealthy to breathe.</p> <ul style="list-style-type: none"> • Telework and take public transit. • Turn off lights and electronics when not in use. • Avoid lawn mowing or use an electric mower. • Sign up for health alerts at cleanairpartners.net. • Don't use chemicals on your lawn and garden.
VERY UNHEALTHY 201-300	<p>Pollution levels are very unhealthy for everyone. Avoid any physical outdoor activity.</p> <ul style="list-style-type: none"> • Follow all of the action steps above.

Do Your Share for Cleaner Air.

Visit Cleanairpartners.net to get your daily AirAlerts and discover additional steps you can take each day to improve our region's air quality, protect your health, and reduce the risks of climate change.

This report was prepared by Clean Commute Project Manager Russ Ulrich. He can be reached at rulrich@baltometro.org.

CLEAN COMMUTE PARTNERSHIP



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